



Media release

**From the Minister for Innovation and State and
Regional Development**

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VICTORIAN COMPANIES OFFERED FAST-TRACK TO US MARKETS

A new deal will boost opportunities for Victorian high-tech companies to enter the world's most competitive market, the United States, Minister for Innovation, John Brumby said today.

During an address to a heads of mission lunch in Melbourne, Mr Brumby today announced the Bracks Government had signed a \$900,000 contract with the ANZA Technology Network, to deliver its Fast Track Program to up to 90 Victorian companies over the next three years.

“This contract with ANZA provides bold and innovative companies valuable tools to help them break into the lucrative US market,” Mr Brumby said.

“The agreement will be funded under the Bracks Government’s VicStart initiative which is an important part of our plan to support companies wanting to create global business.

“ANZA has a long history in northern California, considered to be the world centre of hi-tech and innovation and the opportunity to tap into its pool of 4000 top-notch executives and mentors will greatly help Victorian companies wanting to do business there.

“Succeeding in California’s hi-tech community is about good ideas and having the right contacts, but many Victorian companies fail when it comes to accessing established U.S networks.”

Services ANZA will deliver to Victorian companies include business analysis, market entry planning, implementation assistance and intensive mentoring on the ground in California.

Mr Brumby also announced Bracks Government support of \$800,000 for Victorian companies in winning major overseas urban development projects.

The new Australian Urban Systems (AUS) Cluster will provide planning, design, engineering, environmental and project management services initially in China and then Asia and the Middle East.

“China is creating new urban environments for up to 20 million people each year—increasing its urban population by the size of Australia every year,” Mr Brumby said.

“Victoria is home to one of the world’s most livable cities and has great expertise in the kind of sustainable urban development skills and technologies needed for new urban developments.

“It’s hoped the AUS Cluster will grow to include about 20 member companies by the end of the year and achieve \$30 million in increased exports within three years of operation.”

Mr Brumby said Bracks Government had been working with Victoria’s sister state, Jiangsu Province to fund a number of collaborative project initiatives for Jiangsu’s large and rapid urbanisation program.

“As a result of this agreement, three specialist Victorian companies, UrbisJHD, Lab Architecture Studio and DesignInc undertook to develop the AUS Cluster,” he said.

“The AUS Cluster has already won two urban framework projects, ‘Xianlin New Town’ in Nanjing and the City of Zhenjiang development, both in Jiangsu Province.”

“The AUS Cluster is has immense potential to generate more export dollars and high value jobs while boosting our international reputation as a world-leading provider of high end services.”

Mr Brumby said the Bracks Government’s international focus had been backed in this year’s State Budget with funding to expand the role of the international Victorian Government Business Office (VGBO) network.

“Victoria now has 11 offices in key global markets and starting with our Shanghai VGBO, we will be better resourcing the offices as hubs operating in North Asia, USA and Europe supporting a network of smaller satellite offices and individuals engaged in both investment and trade activities,” he said.